

HOME & GARDEN EXPO

MARCH 13-15, 2026
Kalamazoo County Expo Center

Reach 50,000+ Targeted Homeowners Before the Show!

The Official HBA Home & Garden Expo Show Guide is mailed directly to over 50,000 targeted homeowners in Kalamazoo County two weeks before the Expo. This highly effective publication puts your business in front of motivated buyers who are actively planning projects and looking for home improvement products and services. Whether you're exhibiting or not, an ad in the guide is the perfect way to build awareness, promote a special offer or giveaway, and drive homeowners to connect with you before and during the 2026 Home & Garden Expo, March 13–15.

Need Ad Design? We can help.

Full Page (Premium) Design - \$100 • 1/2 Page - \$75 • 1/4 Page - \$50
Ad design pricing includes one (1) edit. Additional changes are \$25/edit.

Show Guide Pricing

Standard Positions - (Full Color)	MEMBER	NON MEMBER
Highlighted Map Listing (FREE w/all ads)	\$79	\$100
1/4 page 3 5/8" (w) x 4 7/8" (h)	\$675	\$900
1/2 page 7 1/2" (w) x 4 7/8" (h)	\$950	\$1250
1/2 page 3 5/8" (w) x 10" (h)	\$950	\$1250
Premium Positions* - (Full Color)	MEMBER	NON MEMBER
Outside back cover 8 1/2" (w) x 11" (h)	\$2800	\$3200
Inside back cover	\$1850	\$2500
Inside Front Cover	\$1850	\$2500

* All premium ads include a banner ad on the Expo Website, A \$200 Value!



For advertising information or to secure your spot in the 2026 Expo Show Guide contact us at expo@hbawmi.com or call the HBA office at 269.375.4224

Ads MUST be submitted to expo@hbawmi.com no later than January 23, 2026